

PRESS RELEASE

Hufvudstaden welcomes New Yorker to Femman in Gothenburg

New Yorker is establishing its first store in central Gothenburg. The new unit in Femman, Nordstan, will become the chain's largest in Sweden and a significant addition to the mall's attractive mix of brands.

Founded in Germany in 1971, New Yorker is today one of Europe's leading fashion retailers for young customers, with more than 1,200 stores in 47 countries.

The store in Femman will be New Yorker's largest unit in Sweden, encompassing approximately 2,100 square metres across both street level and an upper floor. The generous space enables the full presentation of the brand's wide assortment, including streetwear, denim, sport and casual collections.

"We are very pleased that New Yorker has chosen Femman for its first city-centre location in Gothenburg. This leasing is strategically important, complements our existing offering well, and strengthens Femman as a fashion destination and vibrant meeting place in the heart of Gothenburg," says Emanuel Westin, Head of Retail Business Development, Hufvudstaden.

The establishment further reinforces Femman's position as a central meeting and shopping destination in Gothenburg. New Yorker adds a relevant and in-demand fashion offering that complements the mall's existing mix and meets the needs of a large customer group seeking affordable and trend-focused fashion in a prime city location.

The store is planned to open in spring 2026.

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If you have any questions regarding this press release, please contact:
Marie Larsson, Project Leader Markets, at marie.larsson@hufvudstaden.se,
+46 (0)70 562 21 33

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